

Microsoft Business Intelligence

Business Intelligence Platform

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Microsoft Business Intelligence

Oferta *end-to-end* integrada

Aplicações



Plataforma

Business
Scorecarding
(Business
Scorecard
Manager 2005)

Advanced
Analytics
(ProClarity
6.1)

Collaboration and Content
(Office SharePoint Server 2007)

End-user Analysis
(Excel 2007)

Integration
Integration
Services

Analysis
Analysis Services

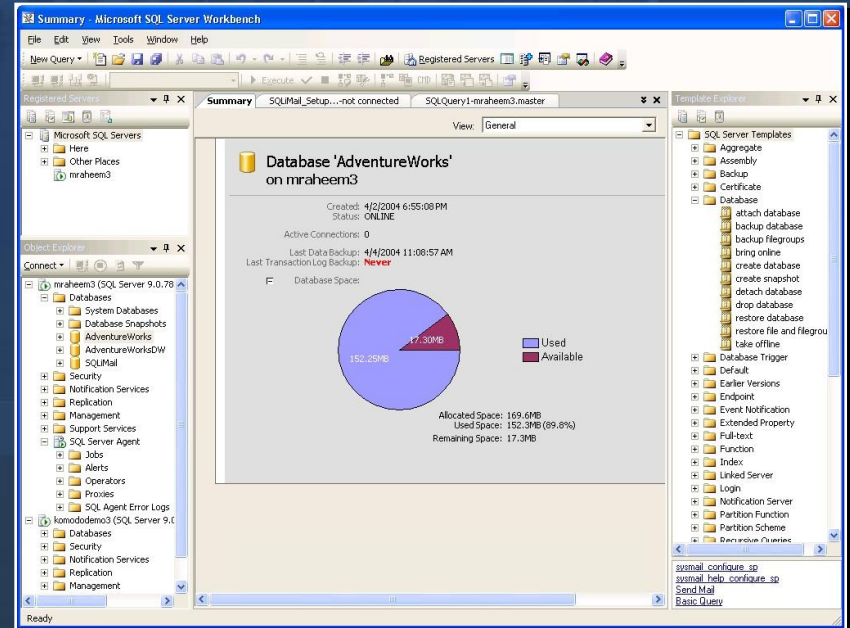
Reporting
Reporting Services

SQL Server 2005
RDBMS

SQL Server 2005 Management Studio

Ferramenta de gestão unificada

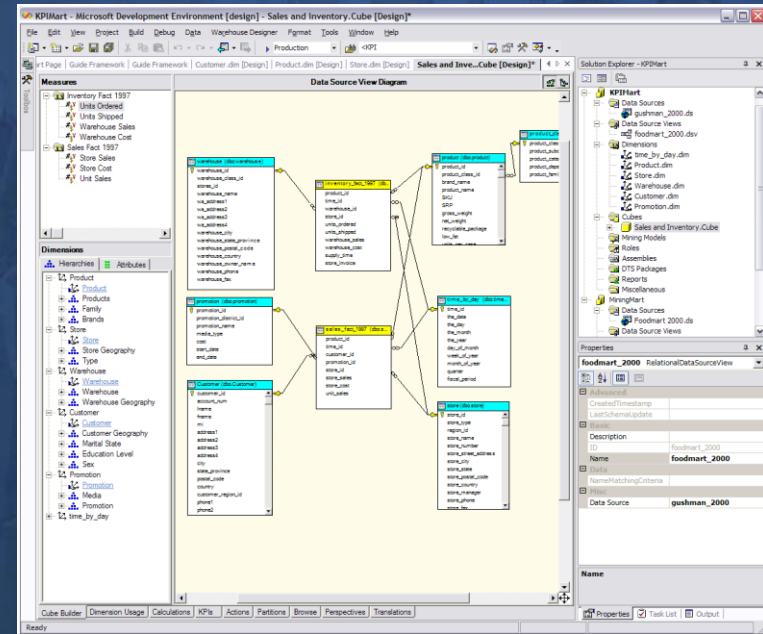
- Gestão integrada
 - BDs relacionais, Analysis Services, Reporting Services, Notification Services, SQL Server Mobile
 - Múltiplas versões de SQL Server a partir de um único interface
- Performance
 - Gestão de múltiplos servidores e objectos
- Operações: Profiler, Query Analyzer



BI Development Studio

Incluído no SQL Server 2005

- Ferramenta completa e integrada de desenvolvimento de aplicações BI
- Uma ferramenta, múltiplas tecnologias:
 - Relacional, OLAP, DM, SSIS, Reporting, Código, páginas Web...
- Ambiente empresarial de desenvolvimento de software:
 - Integração com Visual Studio.NET
 - Team development, source control, versioning, developer isolation, resource independent coding
- Suporta todo o ciclo de vida do desenvolvimento
 - Develop, Test, Deploy, Modify, Test...
- Facilidade de utilização inovadora



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Business Intelligence

Relational Data Warehousing

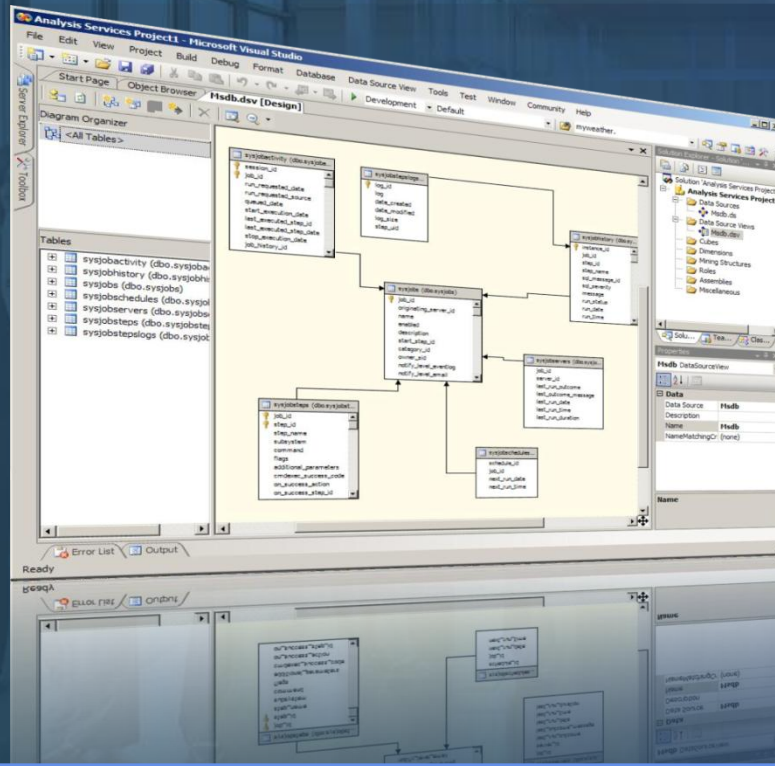
“With the release in November 2005 of SQL Server 2005, Microsoft is moving into the mainstream DW DBMS market. Since its release, Microsoft has seen double-digit revenue growth and leads the Windows relational database management system (RDBMS) revenue market with 46.8% of the market and 16.6% growth from 2004 to 2005.”—

Gartner’s 2006 Data Warehouse (DW) Database
Management Systems (DBMS) Magic Quadrant

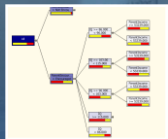


SQL Server 2005 Analysis Services

Melhores capacidades OLAP e Data Mining



- Unified Dimensional Model
- Pro-active caching
- Web services
- Data Mining
- Ferramentas de Desenvolvimento
- Failover Clustering



Decision Trees



Clustering

Presentes no SQL Server 2000



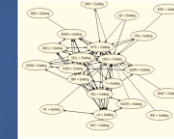
Time Series

Item	Price	Quantity
Item 1	10.00	100
Item 2	20.00	200
Item 3	30.00	300
Item 4	40.00	400
Item 5	50.00	500

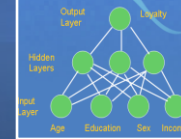
Naïve Bayes



Sequence Clustering



Association



Neural Net

E ainda...

- ★ Logistic Regression
- ★ Linear Regression



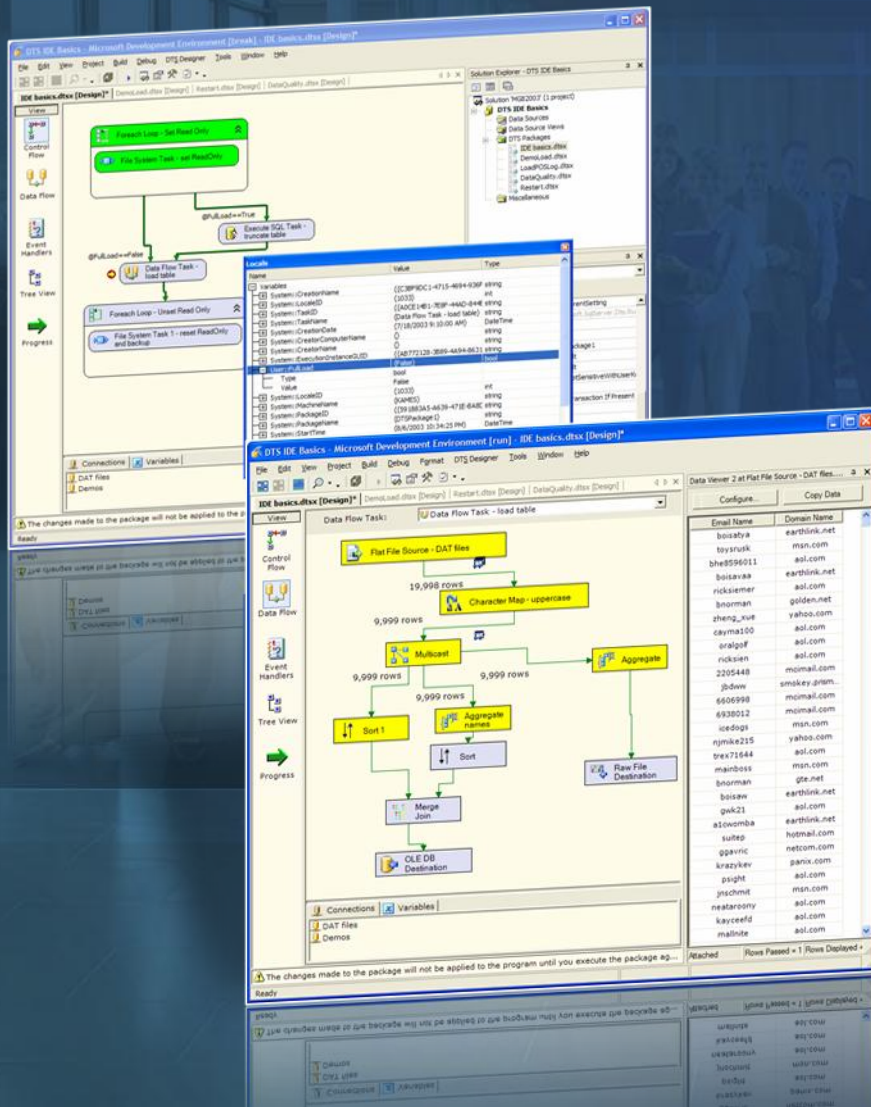
Microsoft Business Intelligence

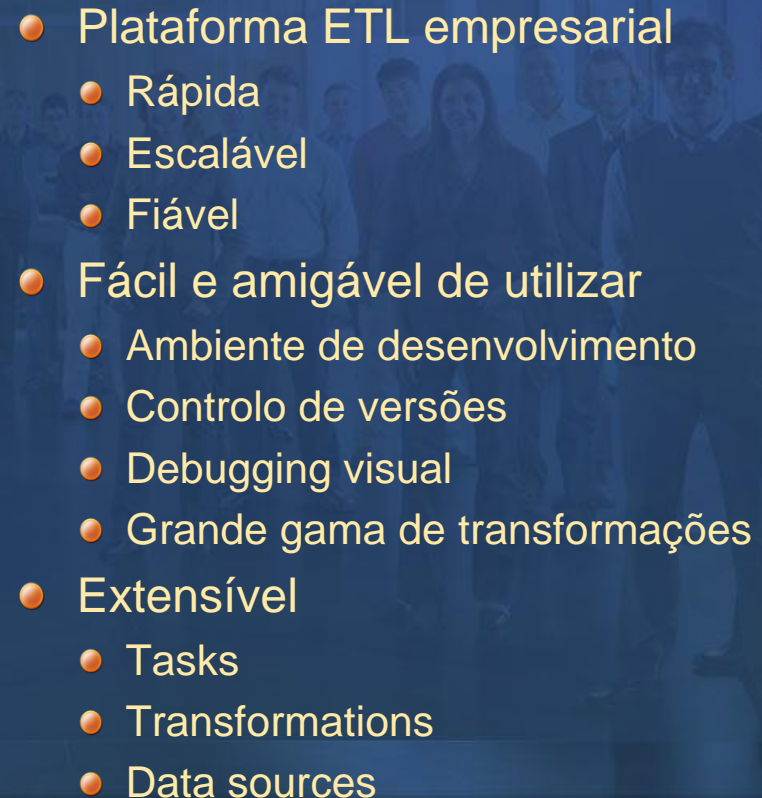
SQL Server 2005 Analysis Services

demo

SQL Server 2005 Integration Services

Plataforma ETL inovadora



- 
- Plataforma ETL empresarial
 - Rápida
 - Escalável
 - Fiável
 - Fácil e amigável de utilizar
 - Ambiente de desenvolvimento
 - Controlo de versões
 - Debugging visual
 - Grande gama de transformações
 - Extensível
 - Tasks
 - Transformations
 - Data sources

SQL Server 2005 Integration Services

Novas funcionalidades e componentes

SQL Destination
Derived Column Transform
File Extractor Transform
Row Count Transform
XML Source Adapter
Data Reader Source Adapter
Shrink Database Task
Time Gen Source Adapter
Property Expressions
Dataflow Task
Merge Join Transform
Merge Transform
Sort Transform
Audit (Lineage) Transform
Union All Transform
SQL CE Destination Adapter
DTEXec
Execution Stack Window
HTTP Connection Manager
For Loop Container
For Each Loop Container
Evaluate As Expression
DTUtil
Aggregate Transform
Lookup Transform
Enhanced Error Reporting
Execute DTS 2000 Package Task
Web Services Task
New Migration Wizard
Conditional Split Transform
SQL Mobile Connection Manager
Flat File Connection Manager
Enhanced Import/Export Wizard
Upgrade Analyzer for SSIS
ActiveX Script Task
Pivot Transform
Un-pivot Transform
Recordset Destination Adapter
OLE DB Source Adapter
OLE DB Destination Adapter
Flat File Source
Variable Namespaces

Data Conversion Transform
Excel Source Adapter
Excel Destination Adapter
OLEDB Reader Adapter
Visualizers
Integration Services Server
Component Enumeration Caching
Debugging Support in the Designer
Data Reader Destination Adapter
Debugging Breakpoints
IS Projects in VS
Watch Windows
Log Viewer Windows
Deployment Wizard
Transfer Logins Task
MSMQ Task
F1 Integrated Help
Copy/Paste in the Designer
ADO Connection Manager
ADO.NET Connection Manager
File Connection Manager
Analysis Services Processing Task
Row sampling Transform
WMI Event Watcher Task
Percent sampling Transform
Execute Process Task
Text Log Provider
Multicast Transform
WMI Query Task
FTP Connection Manager
Raw Source Adapter
MSOLAP90 Connection Manager
Multi-file Connection Manager
Multi-Flat File Connection Manager
ODBC Connection Manager
OLEDB Connection Manager
Easy Dataflow Adapter Extensibility
SMO Server Connection Manager
Transfer Errors Task
ForEach Item Enumerator
Runtime Execution Engine
Data Source Views

DTEXecUI
Intellisense Help
Designer Grouping
Workflow Designer
Dataflow Designer
Event Handler Designer
Output Window
Error Window
Right Click Online Error Access
Tools Options pages
For Each ADO.NET Enumerator
Import/Export Wizard
Auto-layout algorithms
Raw Destination Adapter
Runtime Execution Engine
Configuration Wizard
Integration Services Roles
Package Encryption Options
Notify Operator Task
Package Signing
SAP .NET Provider
Managed Task Base Class
ADO.NET Script Task
File Inserter Transform
MSMQ Connection Manager
ADO.NET Script Component
For Each From Variable Enumerator
Easy Transform Extensibility
Transfer SQL Server Objects Task
Excel Connection Manager
SQL Server Log Provider
SQL Profiler Log Provider
Easy ForEach Enumerator Extensibility
Windows Event Log Provider
ForEach Nodelist Enumerator
SQL Server Configurations
XML Configurations
Registry Configurations
Environment Variable Configurations
Sequence Container
Event Handlers
ForEach File Enumerator

Slowly Changing Dimension Transform
Control Flow Designer
Send Mail Task
SQL Task
File System Task
XML Task
Native Object Model
SMTP Connection Manager
Bulk Insert Task
Analysis Services Execute DDL Task
Back Up Database Task
Check Database Integrity Task
Execute T-SQL Statement Task
Maintenance Cleanup Task
Rebuild Index Task
Reorganize Index Task
Workflow Checkpoint Restartability
Real time Designer Execution Monitoring
User defined transaction scope
FTP Task
Easy Task Extensibility
Transfer Stored Procedures Task
Easy Connection Manager Extensibility
Update Statistics Task
Easy Log Provider Extensibility
Integrated Development Environment
WMI Connection Manager
History Cleanup Task
.NET Compatible
Flat File Destination
Transfer Database Task
Data Convert Transform
Managed Object Model
XML Persisted
System Variables
New Events OnPreExecute etc.
For Each ADO Enumerator
Read Only Variables
OLEDB Command Transform
XML Log Provider
Dataflow Execution Engine
Package Explorer

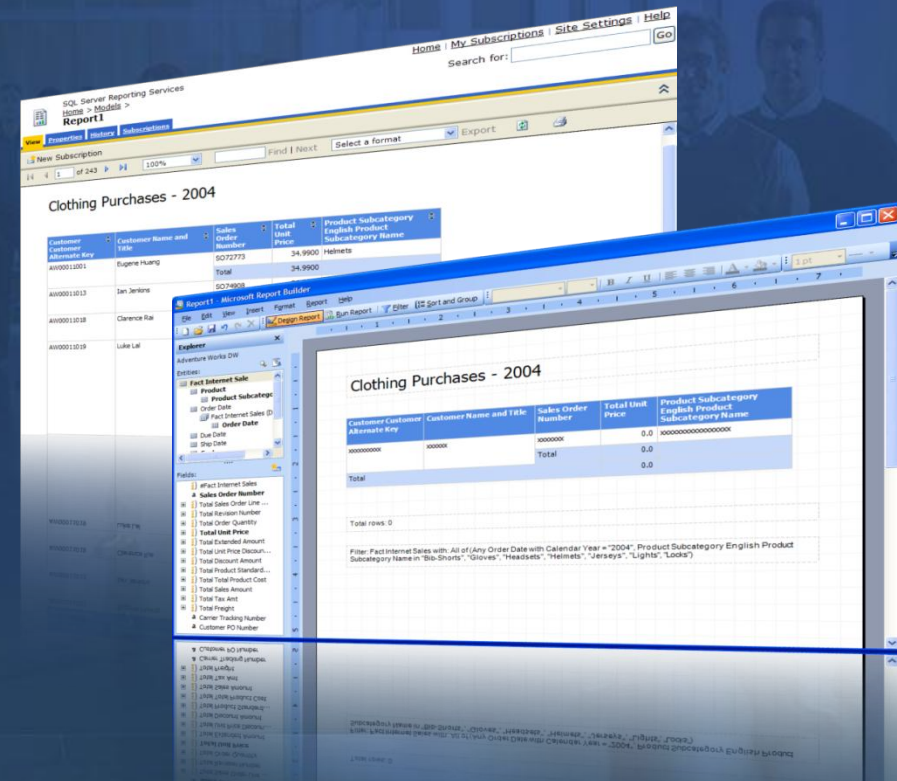
SQL Server 2005 Integration Services

demo

SQL Server 2005 Reporting Services

Melhores capacidades Reporting

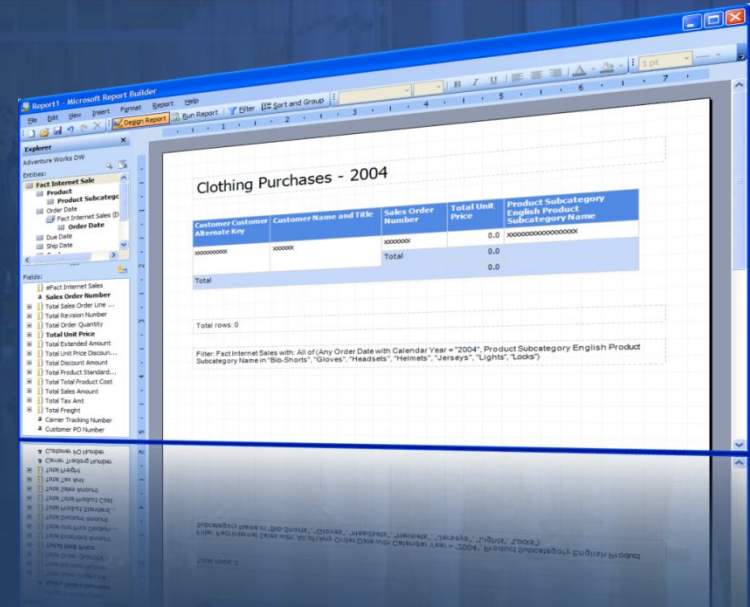
- Escalabilidade
- Plataforma de Reporting Empresarial
- Múltiplas fontes de dados e opções de delivery
- Arquitetura Web Services
- Scheduling, Snapshots, Caching, etc...
- Ferramentas de criação avançadas
- End-user, Ad Hoc Reporting
- Forte componente de gestão
 - SOAP Web Service APIs
 - Portal Report Manager
 - Modelo de segurança extensível
 - Integração com AS, IS, ferramentas de gestão



Report Builder

Ad-hoc Reporting

- Linguagem de negócio
- Ferramenta de fácil utilização
- Ad hoc Reporting para o utilizador
- Report Builder permite:
 - Reports a partir de um Business Model
 - Modificar um Report
 - Contruir um novo Report
 - Fontes de dados relacionais e OLAP



The screenshot displays the Microsoft Report Builder interface. The main report area shows a table titled "Clothing Purchases - 2004". The table has columns for Customer, Sales Order, Total Unit Price, and Product Subcategory. The data is filtered for the year 2004 and includes a total row.

Customer Customer	Customer Name and Title	Sales Order Number	Total Unit Price	Product Subcategory English Product Subcategory Name
XXXXXXXXXX	XXXXXX	XXXXXXXXXX	0.0	XXXXXXXXXXXXXXXXXXXX
Total			0.0	

Total rows: 0

Filter: FactInternetSales with: All of (Any Order Date with Calendar Year = "2004", Product Subcategory English Product Subcategory Name in "Bio-Shirts", "Gloves", "Headsets", "Helmets", "Jerseys", "Lights", "Locks")

SQL Server 2005 Reporting Services

demo



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